

ORDER

**WOOD**

Orders
Order / Rev: 214128
Alt Order #: 6863202
Product Desc: order
Estimate: C15B
Flight Dates: 10/15/12 - 10/21/12
Original Date / Rev: 10/12/12 / 10/22/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Smart Media Group
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Detroit International Bridge
Demographic: A35+
Product Codes: PL2
Priority: P6
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	20	\$9,675.00	\$8,223.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$9,675.00	\$8,223.75	0.00
Totals	20	\$9,675.00	\$8,223.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	20%	\$9,675.00
Market	100%	\$48,375.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$967.50
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	36%	\$17,415.00
WXMI	22%	\$10,642.50
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	20%	\$9,675.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/15/12	10/15/12	M-F 11a-12p eightWest	CM	11a-12p	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
EIGHT WEST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$125.00		0.00				
E 2	WOOD	10/16/12	10/16/12		CM	11a-12p	-T-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00

Order / Rev: 214128
 Alt Order #: 6863202
 Flight Dates: 10/15/12 - 10/21/12

Advertiser: POL/Detroit International Bridge
 Product Desc: order
 Estimate: C15B

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 11a-12p eightWest EIGHT WEST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --T----- 1 \$125.00 0.00															
E 3	WOOD	10/17/12	10/17/12	M-F 11a-12p eightWest	CM	11a-12p	--W----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
EIGHT WEST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --W---- 1 \$125.00 0.00															
E 4	WOOD	10/18/12	10/18/12	M-F 11a-12p eightWest	CM	11a-12p	---T---	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
EIGHT WEST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$125.00 0.00															
E 5	WOOD	10/19/12	10/19/12	M-F 11a-12p eightWest	CM	11a-12p	----F--	:30	1	\$125.00	P3	0.00	NM	0	\$0.00
EIGHT WEST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ----F-- 1 \$125.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WOOD 10/15/12-10/21/12 M-F 11a-12p 11a-12p -----F----- :30 (\$125.00) 0.00 NM Credited TECH DIFF MG IN HL#6831506															
E 6	WOOD	10/15/12	10/15/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$650.00 0.00															
E 7	WOOD	10/16/12	10/16/12	Noon News News 8 @ Noon	CM	12-1p	-T-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$650.00 0.00															
E 8	WOOD	10/17/12	10/17/12	Noon News News 8 @ Noon	CM	12-1p	--W----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --W---- 1 \$650.00 0.00															
E 9	WOOD	10/18/12	10/18/12	Noon News News 8 @ Noon	CM	12-1p	---T---	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$650.00 0.00															
E 10	WOOD	10/19/12	10/19/12	Noon News News 8 @ Noon	CM	12-1p	----F--	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ----F-- 1 \$650.00 0.00															
E 11	WOOD	10/15/12	10/15/12	5am Daybreak 5am Daybreak	CM	5a-6am	M-----	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$325.00 0.00															
E 12	WOOD	10/16/12	10/16/12	5am Daybreak 5am Daybreak	CM	5a-6am	-T-----	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$325.00 0.00															
E 13	WOOD	10/17/12	10/17/12	5am Daybreak 5am Daybreak	CM	5a-6am	--W----	:30	1	\$325.00	P3	0.00	NM	1	\$325.00

Order / Rev: 214128
 Alt Order #: 6863202
 Flight Dates: 10/15/12 - 10/21/12

Advertiser: POL/Detroit International Bridge
 Product Desc: order
 Estimate: C15B

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$325.00		0.00			
E 14	WOOD	10/18/12	10/18/12	5am Daybreak 5am Daybreak	CM	5a-6am	---T---	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$325.00		0.00			
E 15	WOOD	10/19/12	10/19/12	5am Daybreak 5am Daybreak	CM	5a-6am	----F--	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$325.00		0.00			
E 16	WOOD	10/20/12	10/20/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$400.00		0.00			
E 17	WOOD	10/20/12	10/20/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	1	\$850.00	P3	0.00	NM	1	\$850.00
NEWS 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$850.00		0.00			
E 18	WOOD	10/16/12	10/16/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	-T-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$650.00		0.00			
E 19	WOOD	10/18/12	10/18/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	---T---	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$650.00		0.00			
E 20	WOOD	10/20/12	10/20/12	Sa Prime Sat Prime Rotator	CM	758-11p	-----S-	:30	1	\$750.00	P6	0.00	NM	1	\$750.00
PRIME ENCORES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$750.00		0.00			
E 21	WOOD	10/21/12	10/21/12	FB Night in Amer Pre Ga Football Night in America	CM	7-8P (7:00 PM-8:00 PM)	-----S	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
NFL IN AMRCA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,000.00		0.00			
													Totals	20	\$9,675.00